

# 2023 AUTHOR MARKETING PLAN

## Goals:

1. Goal 1
2. Goal 2
3. Goal 3
- 4.
- 5.

Q1 Tactics	Q2 Tactics
<ol style="list-style-type: none"><li>1. Update backmatter on all titles</li><li>2. Set up email list</li><li>3. email promos</li><li>4. Schedule newsletter swaps</li></ol>	<ol style="list-style-type: none"><li>1. Book launch</li><li>2. Facebook Ads</li><li>3. email promos</li><li>4. Schedule newsletter swaps</li></ol>
Q3 Tactics	Q4 Tactics
<ol style="list-style-type: none"><li>1. Influencer outreach</li><li>2. Facebook ads</li><li>3. email promos</li><li>4. Schedule newsletter swaps</li></ol>	<ol style="list-style-type: none"><li>1. One email list building activity</li><li>2. Facebook Ads</li><li>3. email promos</li></ol>

# Book Marketing Plan Example Macamp

**Emilie Sanchez**



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